

TV TECHNICIANS

We are in need of first class servicemen, for either part or full time work. Excellent pay, pleasant working conditions, benefits, and opportunities. Applicants must have substantial experience and stable character. Call TE 2-4536 for a personal interview or state qualifications by writing to BOWER'S MUSIC, 810 So. Gaffey St., San Pedro, California.

Advertise in THE HERALD—Largest Home Delivery By Far In The Torrance Area

...Suckers

(Continued from Page 1)
The homeowner had shown himself how well his house was protected against fire. Although some people don't think so, they usually get just about what they pay for.
How to Prevent?
How can you protect yourself against such an unhappy experience?
1. Find out what firm the

salesman is representing. Ask for his Torrance Solicitor's Card, which, you must remember, does not guarantee his product or his sales talk. If he says he left it at home or fails to produce one, get his license number. If possible, and call the police or the City License Bureau.
2. If you are interested in the salesman's product, don't be in a hurry to buy. Check with the License Bureau, the Chamber of Commerce, or the

Better Business Bureau. Check to see that you aren't dealing with a "fly-by-night" outfit. It never hurts to check with other firms to see if you really are getting a bargain.
3. Read any contract carefully before you sign. If there is nothing wrong with it, you have nothing to lose but a little time. If there are gimmicks in it, you stand to lose a lot of money. Be sure to read the fine print. Once you sign a contract, you are legally re-

sponsible to pay whatever it says and the seller is liable to provide only what the contract calls for, and it might not be just what he said it was.
Fast Sales
A good salesman is interested in making a sale fast for several reasons:
1. The less time it takes to make a sale gives him that much more time to canvass other houses. To him, time is money.
2. While under the spell of his sales spiel, you are much more likely to buy his product. He will present only the advantages of the product. Once he gets away, you may start thinking of disadvantages or start figuring up the interest rate.
3. If he is shady, it is essential that he get a signed contract before you have a chance to check on him. Once your signature is on a contract, no one can help you.
Pleasant Patter
A good salesman first will make you like him by a fast line of pleasant patter. He will

compliment your home, your children, and your intelligence. He will try to find out what you do and declare that you probably are underpaid.
He will size you up as best he can, adjusting his pitch to the line he thinks will be most likely to win you.
Then, he will start his sales pitch, puffing his product and praising its economies. An adroit salesman seldom lies about his item, but he may do his best to imply that it has certain qualities which it may not possess. The man who bought the insulation discovered the power of implication.
"Inspector" Visits
The Torrance Fire Department recently was called about a salesman who implied that he was a representative of the state on an inspection tour.
When the householder answered the door, he was informed that the salesman was making an inspection of local homes to see whether they were adequately protected against fire. He proceeded to

make an inspection tour of the home, mentioning the State Fire Marshal as he rattled on. Then he started his pitch and listened while the salesman talked. They could find nothing illegal about the sales pitch, but they did find that there was a strong implication that the salesman represented the state and that his product had official endorsement. Neither fact was true. The product was legitimate, but the sales pitch was very shady.
Any salesman should be pelted with questions about his product. Every salesman claims to have the best product on the market, but many of them are not and some of them will not even do the job they are supposed to do.
Some Good Offers
Some of the salesmen do have good offers to make. The only way to find out is to check with reputable agencies, such as the Better Business Bureau, or other impartial agencies. Taking a salesman's word as to who he is, and who he represents, and the quality of his product is risky business.
Some firms are "fly-by-night" outfits which move into an area, sell their product, deliver it, and then disappear completely from sight.
Thus, if he has any complaint about his purchase, the buyer may find when he tries to get in touch with the seller, that he has only the number of an answering service. He may be informed that the firm no longer uses the answering service.
Contract Sold
He may also find that the contract he signed has been sold to a loan company and it has happened that he was forced to make payments on something that didn't work or wasn't what he wanted at all. So, he is stuck.
According to the City License Department and the Chamber of Commerce, most complaints from irate buyers were received about salesmen for block walls, insulation, weather stripping, photographs, and draperies. There are many legitimate firms selling these items; there are also some shady ones.
Don't be a sucker. Know what you are buying and who you are buying it from before you sign anything.
(The third installment of this series will warn readers of some of the things to watch out for when signing a contract.)

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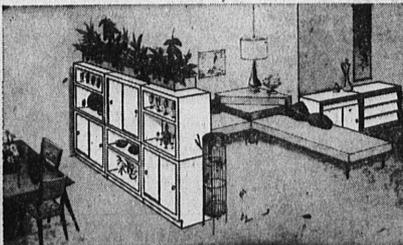
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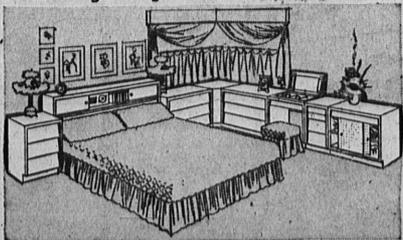
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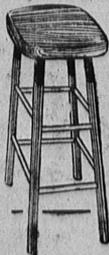
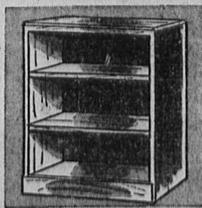
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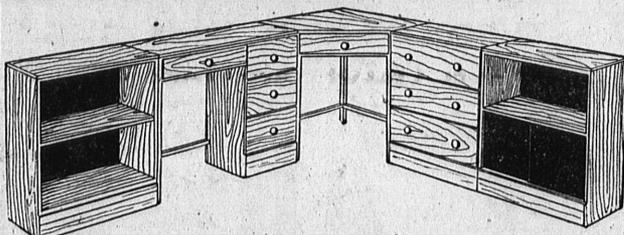
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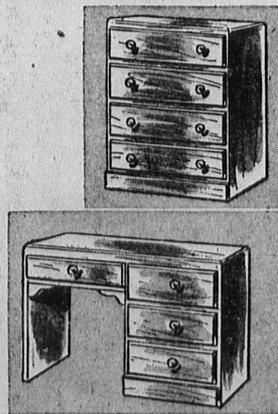
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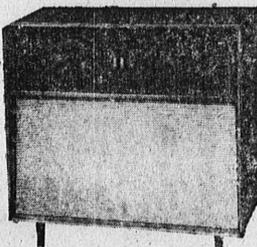
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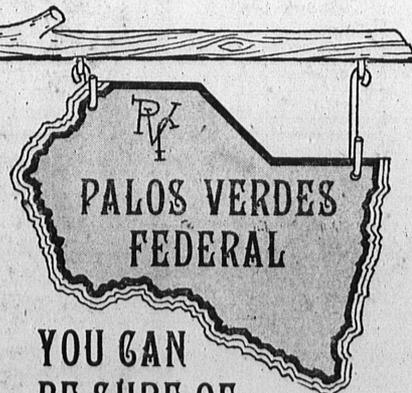


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